

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

- 1-74 (Canceled)
75. (Currently amended) A system for advertising comprising:  
~~a sensor;~~  
~~an output device for generating sound;~~  
a floor display that conveys marketing information for a product that is proximal to the floor display;  
an output device for disposing proximally to the product and for generating sound;  
a sensor for disposing proximally to the product such that the sensor can be actuated proximally to the product;  
a memory comprising instructions for generating sound from the output device; and  
a controller in electrical connection with the output device, the sensor, and the memory, the controller executing the memory instructions in response to a signal generated by the sensor.
76. (Previously presented) The system of claim 75 wherein the sensor is a motion sensor.
77. (Currently amended) The system of claim 76 wherein the motion sensor is adapted to sense motion proximal to at least one of the floor display and the product.
78. (Previously presented) The system of claim 75 wherein the memory instructions comprise instructions for generating a first sound output and instructions for generating a second sound output.

79. (Previously presented) The system of claim 78 wherein the controller (i) executes the instructions for generating the first sound output in response to a first signal from the sensor, and (ii) executes the instructions for generating the second sound output in response to a second signal from the sensor.

80. (Previously presented) The system of claim 79 wherein the sensor is a motion sensor, the first signal being generated when the sensor does not sense motion and the second signal being generated when the sensor senses motion.

81. (Previously presented) The system of claim 75 wherein the output device is at least one speaker.

82. (Previously presented) The system of claim 75 further comprising a direct current power source that powers the controller.

83. (Previously presented) The system of claim 75 wherein the floor display is illuminated.

84. (Previously presented) The system of claim 83 wherein the memory further comprises instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in second pattern.

85. (Previously presented) The system of claim 84 wherein the controller (i) executes the instructions for illuminating the floor display in the first pattern in response to a first signal from the sensor, and (ii) executes the instructions for illuminating the floor display in a second pattern in response to a second signal from the sensor.

86. (Previously presented) The system of claim 85 wherein the sensor is a motion sensor, the first signal being generated when the sensor does not sense motion and the second signal being generated when the sensor senses motion.

87. (Previously presented) The system of claim 75 wherein the sensor is touch activated.

88. (Previously presented) The system of claim 87 wherein the sensor is a keypad, a floor pedal, or a button.

89. (Previously presented) The system of claim 87 wherein the sensor is proximal to the floor display.

90. (Previously presented) The system of claim 75 wherein the floor display is rectangular.

91. (Previously presented) The system of claim 75 further comprising an input device for inputting new memory instructions into the memory for storage, the input device being in electrical communication with the controller.

92. (Currently amended) The system of claim 75 wherein:  
the sensor is a motion sensor adapted to sense motion proximal to at least one of the floor display and the product;

the memory instructions further comprising instructions for generating a first sound output and instructions for generating a second sound output;

the controller (i) executing the instructions for generating the first sound output in response to a first signal generated by the motion sensor when the motion is not sensed, and (ii) executing the instructions for generating the second sound output in response to a second signal generated by the motion sensor when motion is sensed;

the output device is at least one speaker;

the floor display is illuminated;

the memory instructions further comprising instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in a second pattern;

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the controller (i) executing the instructions for illuminating the floor display in the first pattern in response to the first signal from the motion sensor, and (ii) executing the instructions for illuminating the floor display in the second pattern in response to the second signal from the motion sensor;

an input device for inputting new memory instructions into the memory for storage, the input device being in electrical communication with the controller; and the floor display is rectangular.